



Keeping the Momentum Going After Your National Prevention Week Event

Most participants leave a **National Prevention Week** event filled with enthusiasm and a desire to make a difference. Tap this enthusiasm to keep the momentum going in your community long after your event concludes. Here are some ideas.

EXTENDING YOUR EVENT'S IMPACT

- **Hold a wrap-up meeting** with your planning committee to determine what approaches seemed to work best in attracting attendees and maintaining their interest.
- **Engage your co-planners and/or coalition members** in identifying activities to keep participants on board with prevention efforts year-round.
- **Ask everyone to “like” your event** or your organization’s page on Facebook, Instagram, Pinterest, or on other social media platforms you’ve leveraged to increase awareness. Continue to use these platforms to inform participants of opportunities to get involved or to showcase their involvement in prevention efforts.
- **Create a database** of all the contacts you made as a result of your event and use it in the following ways:
 - Send follow-up emails or notes to participants to let them know you appreciated their attendance and encourage them to join or continue to support prevention efforts.
 - Send thank-you notes and follow-up correspondence to all presenters and volunteers and ask if they’d be willing to do more. Include a specific activity if one is being planned.
- **Develop a short survey** about your event to determine how well it was received by participants and what follow-up activities—such as meetings, trainings, or formation of small workgroups—that would interest them. Email your survey to participants, or post it on your organization’s website or Facebook page. Free tools such as [Twitter polls](#) or [SurveyMonkey](#) enable people to voice their opinions and respond to questions. Share the insights you gain with partners, policy makers, and local media outlets. Numbers and metrics also provide proof of your event’s effectiveness and may help convince partners and sponsors to provide funding for future events or activities.
- **Submit details** about your event to SAMHSA for a chance to be featured on the NPW [website](#) and/or the *Prevention Works* email distribution list. (Sign up for the email list [here](#).) You’ll get more publicity for your efforts, and linking from a government website increases your organization’s search engine optimization so that people can easily locate you on the Internet.

MAINTAINING PUBLIC AWARENESS

Here are a few suggestions to help your audience think about prevention year round:

- **Visit the [SAMHSA NPW website](#)** for new resources, news, and announcements to share with your prevention network.
- **Involve your community** in selecting and implementing evidence-based programs to prevent substance use and misuse based on community goals and strategies developed during your National Prevention Week event.
- **Showcase evaluation metrics** to help secure program funding. Sharing evaluation metrics collected from your event helps emphasize how prevention programs can help to counteract negative behaviors and support positive behaviors. Collecting metrics can also show communities how prevention programs



are a cost-effective way to invest in healthy living and well-being. And, [share outcomes](#) from NPW 2017 to show that you're involved in a credible national effort.

- **Communicate with your media contacts** throughout the year with news on prevention and resources in your community.
- **Keep an eye out for new social media challenges**—such as the [NPW Prevention Challenge](#)—to continue promoting your group's work.
- **Share videos** from your event or prevention videos from [SAMHSA's YouTube channel](#) with the media or with your own network.
- **Encourage schools, businesses, healthcare providers, and local community welfare groups** to use their websites or newsletters to regularly remind community members about the actions they can take to prevent substance use and misuse. Organizations are more likely to take this action if you supply them with a topical issue. For example, why parents should support alcohol-free after-prom events and graduation parties, or why and how patients should discard any additional medication after the prescribed time.
- **Encourage community organizations** to distribute free and relevant prevention materials available in the [SAMHSA Store](#).
- **Create a speaker's bureau** of people who can seek out and respond to opportunities to discuss prevention at community events throughout the year.